

The Buick Built Rear Axle

Is another mechanical unit that bears the indelible Buick Stamp. Because of Buick patents that make it unique in design, manufacture and serviceability. No other automobile company can build an axle like it.

It is of the full floating type, insuring double factors of safety and the maximum of accessibility for adjustment or repair.

Housing, differential, pinions, shafts, universal joints and bearings are uniformly stronger than the demands of service can require, and the standards set by

Buick designers are maintained in a factory equipped with the most modern machinery.

An elaborate inspection system keeps an infallible check on all heat treating and mechanical operations, and the factory organization is backed by experience covering nearly twenty years.

When Better Automobiles Are Built BUICK Will Build Them.

H. A. WHITE AUTO CO.

643 Marshall Avenue

Ask About Our Improved Buick Service

STOP CURSING GO TO CHURCH

Don't put in Sunday morning "cussing" your car because it won't start. Don't give the fact that your car won't start as a reason why you cannot get to church on time. The preacher knows that now we have opened up, you can cure your ignition troubles. Put on a Zenith Carburetor and get to church on time, without losing your late Sunday sleep.

Help Your Soul—Cure Your Car

AUTOMOTIVE ELECTRIC SERVICE CO.

Temporary Home, 753 Union Ave.

Main 1199

LIGHT-WEIGHT CAR WOULD STIMULATE ROAD BUILDING

By H. A. TARANTOUS,
Member of S. A. E.

We all know that the more motor vehicles there are in use, the greater is the demand for good roads, and if we glance at the road building figures for the past 10 years we have a vivid proof of the expansion that has taken place almost in direct ratio to the number of cars produced.

At the present time there are 6,500,000 cars in this country which is an amazing figure compared with the number that the people want and ought to have. Durant says we shall have 15,000,000 in a few years. Every one ought to have a motor vehicle, Ford tells us. While it is quite true that every one wants to own an automobile, it is likewise true that every one doesn't want to support one, and cannot support one. Fuel, tires and repairs cost too much money. When upkeep is reduced we shall see, not 15,000,000, nor 20,000,000 cars, but as many cars as the factories are physically able to put together.

There is only one way that this can be accomplished, and that is by making our cars so light in weight that fuel, oil, tires and repairs will amount to a mere fraction of the ordinary man's salary. When he doesn't have to pay any more for running his car than he does for simple amusements, he will own a car. That stage in car industry is coming, and with a proportionate increase in the building roads to accommodate the greater number of cars.

The light weight car brings more than 20 miles per gallon; it must run 20,000 to 30,000 miles on a set of tires; the repair expenses must be so low that the average man can afford to pay for it without any trouble. When the car comes, and I predict it will be here before long, we shall have a road system in this country which will make transportation infinitely cheaper than it is today.

True, we have good roads in sections of the country where motor cars are used, but what we need are roads in network throughout the whole country, roads over which fast time can be made by trucks as well as passenger cars. When the light car brings more good roads, we will be able to have trucks moving in a continual stream from city to city, and the time of travel will be put on a par with railroad freight time to shams.

But the situation will bring about better results for the country in another respect. Since the light car will stimulate road building, then when we have thousands of miles of good roads, we shall again lower the cost of motoring, because the light car, or any car or truck, will travel faster and better and cheaper over the good roads than the bad. This is not to say that the light car cannot travel the bad roads, for it can; but obviously not with the same speed and comfort as it can on smooth roads. The average gasoline mileage and tire mileage figures previously given are based on average road conditions of today which we know will be far better when the roads are better.

Capital Stock

Of Garford Plane Is Given Boost

President E. A. Williams, Jr., of the Garford Motor Truck company, with factories at Lima, O., has announced that the capital stock of the company had been increased from \$5,000,000 to \$10,000,000, to provide for an extensive program of expansion.

This expansion is necessary, Mr. Williams said, to meet the increased demands for the Garford product. It will provide for an increase in production which, within the next year, will be greater by 100 per cent than the present program.

While the detailed plans for expansion are not as yet complete, it was stated that one of the company's first moves will be to erect a modern addition to its factory, 400 feet by 100 feet. This building will be devoted entirely to the progressive assembling of Garford motor trucks. By the installation of the latest type of machinery and the adoption of special assembly methods, the Garford not only intends to maintain its present high standards of manufacture, but will materially increase its output and at the same time keep the cost of production at the minimum.

To provide for still further expansion, the company has purchased additional property adjoining its factories at Lima, O. This additional acreage will be utilized in the near future, according to present plans.

During the present year Garford plans, through its increased production, not only to keep pace with its domestic demands, but to meet the foreign demand, which since the armistice has grown to large proportions.

Garfords are distributed here by the Memphis Overland company.

MOTOR INDUSTRY

VITAL TO GENERAL

ROAD DEVELOPMENT

Of national interest to truck owners is a series of conferences which representatives of the National Grange are holding with Senator Townsend, of Michigan, relative to his bill in congress providing for the building and maintenance of a national highway system by the government under a federal commission.

M. L. Pletcher, vice-president and general manager of the Federal Motor Truck company, Detroit, Mich., points out that the action of the National Grange, which comprises 700,000 members, in endorsing a national highway system at their annual convention in Grand Rapids, Mich., recently, was the most significant step yet taken to obtain legislation for the problem which the tremendous expansion and use of the highways by motor vehicle has brought to the front as a real necessity.

The motor industry has played no small part in the development of the roads of the country," he said. "They have helped in the expansion of the network of roads which bind the towns and the villages, the cities and the farm hamlets."

"A national highway system will give a tremendous impetus to inter-city hauling. The great highways of commerce will be strengthened and made more durable. The truck will become in reality the 'little brother' of the railroad."

If a great body of farm folk of this country believe that a national highway system will be beneficial to them, how much more beneficial will it not be to the manufacturers, part of whose transportation problem is vitally tied up in the motor truck.

The farmers with their own needs have gone on record in favor of a national highway system. When will the business men and manufacturers go on record?

SPECIAL TERM OF TATE

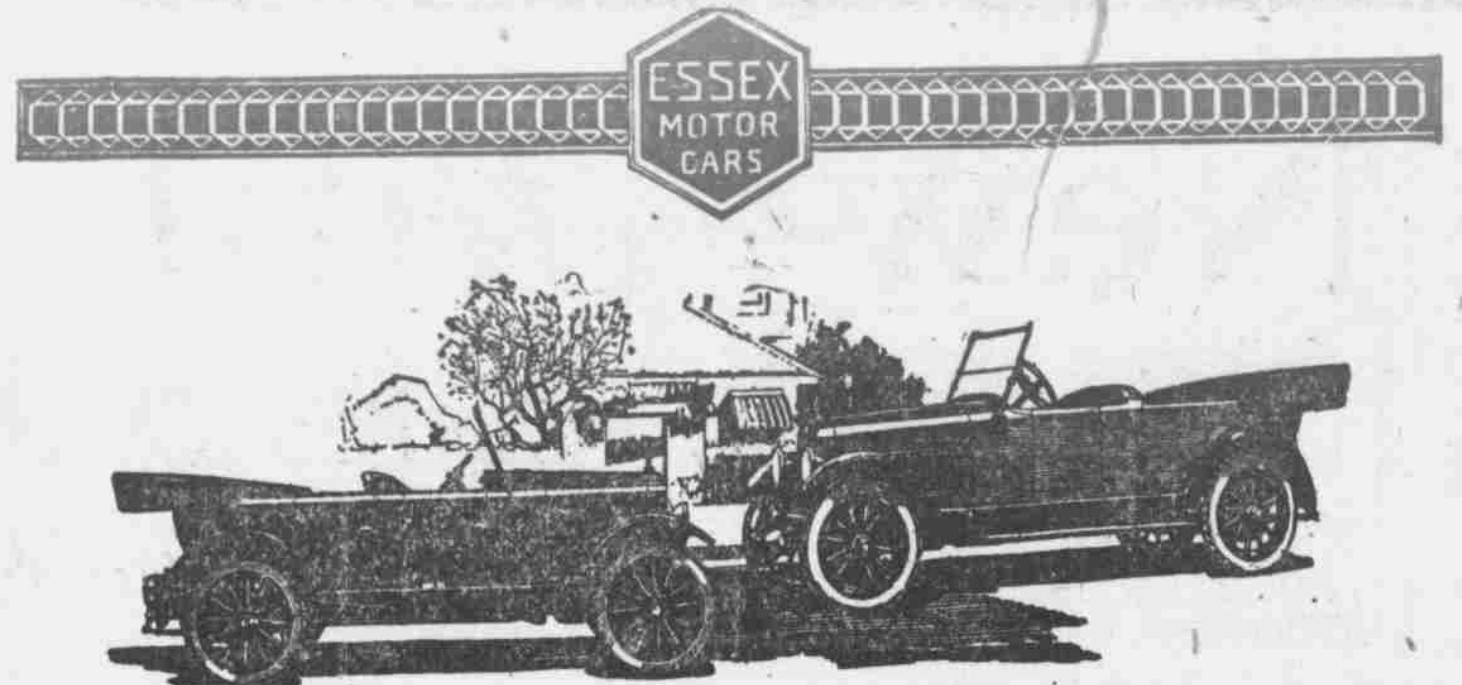
COUNTY COURT CALLED

SENATORIA, Miss. Jan. 19. (SP)—Judge E. D. Dinkins called a special term of the circuit court for Tate county to convene on the 21 of February. While the call does not limit the business of the term to the criminal docket, it is understood that the time of the court will be given entirely to bringing to justice those said to be connected with the traffic in stolen automobiles.

The call for the special term is in response to the mass meeting held here last Monday when 700 citizens went on record as being determined to clear Tate county of the stigma and clearance resulting from the location of so many stolen cars here the past few months. Four young men of Tate county are under bond to assist in the action of coming term of the court, and it is said that several young men of state of Mississippi on a charge of bringing stolen cars within its borders.

LOSS IN HOTEL.

Police have been asked to recover a black velvet coat, property of Miss Alice Powell, guest at the Peabody hotel. She reported the loss of the coat Saturday.



How to Guarantee Spring Delivery of Hudson and Essex Open Models

No Large Money Outlay Required. Make Your Choice Now. We Will Store It For You and Insure You Against Disappointment

In the light of the year just closed, it is not conjecture to assert that a shortage of Hudson and Essex cars is sure to recur this Spring.

More than 22,000 Essex cars were sold in the past twelve months. The factory capacity was increased time after time. Beginning with a daily production of 30 cars, it reached 125 cars daily.

Yet we were never able to overtake advance orders.

A similar condition was true with respect to Hudson.

You remember how scores waited in vain for delivery. Perhaps you were among those disappointed.

Practically our entire quota of both Hudson and Essex cars were sold weeks ahead. Few were able to get delivery who had not placed their orders ahead.

Settle the Delivery

Worry Now

This year we have arranged a special plan to guarantee you delivery, during the acute spring rush of orders.

It will require no large outlay of money. You can place your order now. We will have your car ready for you on the day you want it.

Thus you dispose of all concern about getting your Hudson or Essex when you want it. It will be a source of satisfaction to know you are insured against having to accept some less wanted car, when the season for open types crowds the market with more buyers than we can supply.

If your preference is for a light car what choice equals the Essex?

It represents a new, unexpected value. It brings to the light car field such quality and fine performance as was hitherto found only among large costly cars.

Note the Quality of the Essex

If speed is your requirement see if the Essex does not meet it. Where luxury and finish are demanded compare the Essex with any car.

It is needless to speak of the Hudson. All know what it has done. Its records, which prove supremacy throughout the range of performance, are confirmed by the satisfaction that more than 80,000 owners know in their Super-Sixes.

The supply of Hudsons and of Essex has never been sufficient for the demand.

You can only insure yourself against disappointment in getting either of these popular cars, by placing your order under the convenient plan we have set forth above.

MEMPHIS MOTOR CAR CO.

987 Union Ave.

Phone Hem. 6100.



YOU CAN BUY THE WORLD'S BEST HERE IN MEMPHIS

The following Automobiles, Trucks and Tractors are sold by members of the Memphis Automobile Dealers' Association—purchasers are thus assured of fair treatment. ALL PRICES QUOTED F. O. B. FACTORY.

Dixie Flyer

Five-Passenger Touring.
Four-Passenger Roadster.
Five-Passenger Convertible Sedan.
Old Hickory Truck.

MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phones Main 1710, Main 3440.

DODGE BROS.

Touring Cars \$1,085 Roadster \$1,085
Screen Body Commercial Car \$1,085
Panel Body Commercial Car \$1,160
Limousine \$1,650 Coupe \$1,750 Sedan \$1,900
Commercial Car Chassis \$1,010
These prices are F. O. B. factory.

SCHLECHT MOTOR SALES CO. Hemlock 135

Duplex

The Original
4-Wheel Drive Truck

MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phones Main 1710, Main 3440.

Kissel

Speedster \$3,350
Standard Touring \$2,900
1 1/2-Ton Truck \$2,350
2-Ton Truck \$3,100
F. O. B. MEMPHIS.

HERNANDO MOTOR CO. Main 1104.

Nash

5-Passenger Touring \$1,400
5-Passenger Roadster \$1,400
7-Passenger Touring \$1,640
4-Passenger Speedster \$1,595
7-Passenger Sedan \$2,575
4-Passenger Coupe \$2,350

Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896

Oakland

2-Passenger, 6-Cyl. Roadster \$1,075
5-Passenger, 6-Cyl. Touring Car \$1,075
5-Passenger, 6-Cyl. Sedan \$1,825
4-Passenger, 6-Cyl. Coupe \$1,825

Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896

Premier

7-Passenger, 6-Cyl. Touring.
4-Passenger, 6-Cylinder Fourroom.
Also Closed Models.

MURPHY MACHINERY AND EQUIPMENT CO.
482-4 Union Ave. Phones: Main 1710, Main 3440.

Reo

New Six Touring, 5-Passenger \$1,550
New Six Roadster, 3-Passenger \$1,550
Six Sedan, 5-Passenger \$2,400
Six Coupe (in Leather) \$2,350
Six Coupe (in Cloth) \$2,300
Famous speed wagon; 3 1/2 ton; complete with express body and top \$4,410
LOCKWOOD AUTOMOBILE CO., MAIN 470.

Republic

1-Ton (with body) \$1,595
1 1/2-Ton Chassis \$1,595
2-Ton (Chassis) \$2,395
3 1/2-Ton (Chassis) \$3,595

Richardson Motor Sales Co., 278-280 Monroe. Main 930.

Scripps-Booth

3-Pass., 6-Cyl. \$1,295
5-Pass., 6-Cyl. \$1,295
5-Pass. Sedan \$2,175
4-Pass. Coupe \$1,995

Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896

Stutz

2 passenger Bearcat \$3,250 F. O. B. Factory
4-Pass. Roadster \$2,250 F. O. B. Factory
4-5 passenger Touring \$3,350 F. O. B. Factory
6-7 passenger Touring \$3,350 F. O. B. Factory

BURKE-ABERNATHY MOTOR CO. - - Main 3190

White

7-Pass. Touring, 16-valve motor \$5,000
4-Pass. Roadster, 16-valve motor \$5,000
3 1/2-Ton White Truck \$5,000
1 1/2 and 2-Ton White Truck \$5,000
3-Ton White Truck \$5,000
5-Ton, 16-valve Good Roads Truck \$5,000

THE WHITE COMPANY, Factory Branch, Memphis, Tenn.
Monroe and Pauline St.

Many Big Fortunes

Have been accumulated by regular savings. You can open an account with \$1.00 at the

Union and Planters Bank and Trust Co.

"ROOFITE"

ONE-PLY ROOFING
\$1.65 Per Square.

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Phones M. 1500, 1501, 1502.

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LIVER WAFERS
IN THE LITTLE RED BOX

30 WAFERS 25¢